



## UNIVERSITI TEKNOLOGI MARA

### GDA615: ADVERTISING DESIGN RESEARCH

<b>Course Name (English)</b>	ADVERTISING DESIGN RESEARCH <b>APPROVED</b>
<b>Course Code</b>	GDA615
<b>MQF Credit</b>	3
<b>Course Description</b>	This is the peak of Graphic Design Honours Degree, where students professionally demonstrate their creative achievements maturely. Students are free to select one of the majors offered depending on their capability and designing creative proposal according to their own plans. (Specialized Subjects) A) Advertising Design Students are required to carry out a research based on selected topic where it consists of 2/3 of the whole project while another 1/3 of the visual-based creative presentation proposal will be covered from the final project.
<b>Transferable Skills</b>	1. Demonstrate ability to analyse issues/problems from multiple angles and make suggestions. 2. Demonstrate maturity of thoughts when responding to multiple inputs and contexts.
<b>Teaching Methodologies</b>	Lectures, Studio, Field Trip, Practical Classes, Reading Into Writing Task
<b>CLO</b>	CLO1 To identify the understanding of collecting, compiling and organizing information by a systematic method thru questionnaire, observation, data sampling, interview, field visit CLO2 Practice necessary skills from the above mentioned fields in terms of theory and practical CLO3 Students will be provided with basic skills that will help them in producing research-based projects and at the same time fulfilling the current market needs for quality.
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Introduction to Research Major I</b> 1.1) Introduction on Research 1.2) What is research design? 1.3) Its importance 1.4) 1.5) Types of Advertising (Product/Service/Corporate/Social/Political)	
<b>2. Research Process and Creative Platform</b> 2.1) • Understanding the research process 2.2) • Engineering draft solution 2.3) • Brand Background/competitors/ 2.4) target audience/market/ SWOT Analysis 2.5) • The message strategy – 2.6) How do you get there? 2.7) 2.8) • Types of Advertisement 2.9) teaser ,launch, follow-up, series ,tactical etc 2.10) • Types of Approach 2.11) testimonial, slice of life, humor, factual 2.12) 2.13) • Media : TVC, Radio, print, outdoor, interactive, non-traditional 2.14) 2.15) • Art direction	

<b>3. Types of Research</b> 3.1) • Library Research 3.2) • Field Research 3.3) • Laboratory Research
<b>4. Research Approaches</b> 4.1) • Quantitative Research 4.2) • Qualitative Research 4.3) • Pragmatic approach to research (mixed 4.4) methods) 4.5) • Advocacy/participatory approach to 4.6) research (emancipatory)
<b>5. Significance of Research</b> 5.1) • Exploration 5.2) • Description 5.3) • Explanation
<b>6. Importance of Knowing How Research Is Done</b> 6.1) • gathering material and arranging or card- 6.2) indexing them 6.3) • participation in the field work 6.4) • inculcate the ability to evaluate and use 6.5) research results with reasonable confidence 6.6) • determine the validity of the outcomes 6.7) • getting funding, best practices for 6.8) performing, documenting and protecting 6.9) research activities
<b>7. Review 1</b> 7.1) Background Research
<b>8. Research: Writing a Proposal</b> 8.1) Preparation for writing a research proposal 8.2) Template for a proposal 8.3) Creative Strategy Book 8.4) 8.5) Research methods 8.6) Organising information 8.7) Writing Process 8.8) 8.9) Choosing the right media to convey the message to the target audience
<b>9. Analysis of Data and Presentation</b> 9.1) Consultation and work in progress- comprehensive
<b>10. Preparation of the Report and Execution of the Project</b> 10.1) Consultation
<b>11. Review 2</b> 11.1) Research on Data Collection
<b>12. Project progress work</b> 12.1) Consultation
<b>13. Review 3</b> 13.1) Creative Execution Strategy
<b>14. Final Project</b> 14.1) Campaign, Creative Strategy Book and Storyboard

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Review 1 - Background Research	20%	CLO1
	Assignment	Review 2 - Research on Data Collection	20%	CLO2
	Assignment	Review 3 - Creative Execution Strategy	20%	CLO2
	Final Project	Creative Strategy Book	40%	CLO3

Reading List	Recommended Text	<ul style="list-style-type: none"> <li>• Steven Heller 2013, <i>Writing and Research for Graphic Designers</i>, 5, Rockport Publishers [ISBN: 9781592538041]</li> </ul>
	Reference Book Resources	<ul style="list-style-type: none"> <li>• Joel J. Davis 2012, <i>Advertising Research : Theory and Practice (2nd Edition)</i>, 2nd Ed., Prentice Hall New Jersey, USA</li> <li>• Parmjit Singh, Yuen Fook Chan, Gurnam Kaur Sidhu 2006, <i>A Comprehensive Guide to Writing a Research Proposal</i>, 5, Venton Publishing Malaysia [ISBN: 9833526241]</li> <li>• George Zinkhan 2011, <i>Advertising Research : The Internet, Consumer Behavior, and Strategy</i>, American Marketing Association Marketing Classics Press</li> <li>• Martin Eisend, Tobias Langner, Shintaro Okazaki 2012, <i>Advances in Advertising Research (Vol. III), Current Insights and Future Trends</i>, Springer Gabler European Advertising Academy</li> <li>• John W. Creswell 2013, <i>Research Design</i>, SAGE [ISBN: 9781452226101]</li> </ul>
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	